

## THE ANNIVERSARY OF THE TATAR JOURNALISM: ITS PROGRESS AND LOSSES

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### ABSTRACT

The article is dedicated to the review of the Tatar journalism, starting with that of the period of its emergence to our time. The major historical events having impact on the inception and growth of the Tatar language periodical press are listed. At the beginning of XX century a ramified system of national newspapers and journals representing the interests of all sections of the population, different political parties and movements emerged. Business and specialized publications succeeded in this system.

The article also retraces the dynamics of the abundance of mass media in Tatar in different historical periods. After revolutionary events of 1917 the domain of the Tatar journalism sharply became narrow, only newspapers and journals propagating communist ideology were being issued. But influenced by democratic changes at the end of XX century lots of new mass media that promoted political pluralism and a problem-subject variety emerged again. Quantitative analysis of the current Russian-language and Tatar-language media of the Republic of Tatarstan demonstrates deep imbalance of these indicators not in favour of the national print and electronic publications.

The issues of functioning current media in Tatar have been raised in this work. The most acute problems are the decrease of audience size, subject limitation, low efficiency, the thesis of necessity of the regional and national development at the expense of government assistance.

**Key words:** the Tatar journalism, journalist, journalism history, periodical press

### 1. INTRODUCTION

The Tatar journalism is celebrating its one-hundred and tenth anniversary in 2015. For the last years the stable system of the Tatar mass media of one national media space has formed. The occurrence of such stable information space is one of the essential conditions in prosperous socio-economic and spiritual advance of the people. It is this segment of social life of the Tatar people in which for the last century the most dynamic alterations has taken place, and consequences of its wide broadcasting have played the leading role in all aspects of the people's life.

### 2. MATERIALS AND METHODS

Along side with system approach the authors have applied both general scientific (observation, comparative-contrastive method), general philological (structure method) and individual specific methods – special philological methods of investigation: comparative, problem-chronological, logical and others. The method of documents content analysis, method of typological analysis have been applied.

The prospective study will be on the basis of works by scholars belonging to different generations. The present issue have been partially highlighted in a number of publications and monographs by Ph.I. Agzamov [1], R.U. Amirkhanov [2-3], M. Askarov [4], M.Kh. Gainullin [5], A. Ph. Galiyakhmetova [6], Ph. Yu. Gaffarova [7-8], U. I. Gimadeyev [9], A.I. Yemeliyanov [10], R.Ph. Mardanov [11], M.B. Mardiyeva [12], R.M. Nurullina [14-15], I.G. Ramiyev [16], Ph. Z. Yakhin [17] and many others. In the meantime it should be noted that many works on the Tatar journalism history concern only separate aspects of tremendous heritage, for example, specifics of using the Tatar language in periodical press of different periods [18–20].

### 3. RESULTS

In early XX century, as a consequence of revolutionary events, the Tatar people's need and dream of many years came true: in September 2, 1905 in Saint-Petersburg the first number of the first national newspaper «Nur» («The Ray») was issued. After this event every year dozens of new periodicals had been issued. During 1905 - 1917 years about 120 newspapers and journals in the Tatar language had been on-stream in 17 Russian cities at different times [16]. Among them there were periodicals of various political orientation. A great number of specialized newspapers and journals had been published. For example, in Samara there had been published a journal «Икътисад» («The Economics») that was remarkable for serious analyticity and wide circle of the authors-economists. There had been more than ten different satirical periodicals in number.

In periodical press acute and burning questions of socio-political and socio-economic aspects of the Tatar people's life had been raised. The authors of periodicals were truly devoted to the people writers and journalists. The most outstanding names as Gabdulla Tukai, Gayaz Iskhaki, Phatikh Amirkhan, Sharif Kamal, Galiagar Kamal, Phatikh Karimi, Riza Phakhrutdinov, Galimdzhan Ibragimov, Sagit Rameyev, Kamil Motyigi, Phuad Tuktarov and others were among them. Those prominent figures laid the foundation for journalistic traditions that had been developing until the socialist revolution and, then, stalinist repressions annihilated pick of the nation and its culture.

The revolutionary events of 1917 gave a powerful incentive to the press development: in 1917-1918 years 66 newspapers of different political parties were issued, army, district and other kinds of publications appeared. At the beginning of their ruling the Bolshevik party signed the resolution about necessity of consolidation and development of the press in the

Turkic languages. For example, due to a centerpiece of the resolution of the seventh congress of Bolsheviks new central periodicals had appeared in Moscow.

However, shortly afterwards the Bolshevik government pursued their own policy of narrowing activity of periodical press in the Tatar language. Gradually, the non-Bolshevik press stopped being published, just ideologized newspapers and journals had left. As a result, only about 20 newspapers and journals in Tatar had been issued by 1927. That was the lowest indicator after the revolution of 1917 and the result of the first wave of the mass stalinist repressions against periodical press [21].

In early thirties, during industrialization and collectivization, generation of regions, collective farms, state farms, machine and technique stations, new types of periodicals in the Tatar language sprang up: regional, large-circulation newspapers. But central, acentric, oblast issues were closed. Step-by-step the whole system of the Tatar periodical press arisen in the middle of 20s was destroyed. All-Russian national newspapers issued in Moscow were closed. The newspapers ceased to be issued in Penza, Sverdlovsk, Kuybyshev.

At that period of time more powerful ideologizing of newspapers and journals occurred. They generally dealt with praise of party policy and search for « public enemies ».

The distinctive dividing line in the history of the Tatar journalism was the Great Patriotic War. At that stage many newspapers and journals were closed up [22]. Most journalists changed their clothes for military overcoats. Many of them continued to write with pen and owing to that fact 16 army newspapers had been issued at the front. Noted writers and journalists contributed to those periodicals: Musa Jahlil, Gadel Kutuy, Phatikh Karim, Riza Ishmurat, Aphzal Shamov, Sharaph Mudarris, Mustay Karim, Abdula Akhmet and many others. The front-line press played the role of no small importance in mobilization and arousing patriotic enthusiasm of the soldiers and officers [23]. At the same time on the other side of the front, in Germany, newspapers «The Idel-Ural» and «The Messenger of German Tatars » were published in the Tatar language for army prisoners [24-25].

1946 was the year of the peak in increasing the size of the Tatar periodic press after the war: more than 120 newspapers and journals had been issued. After that, when the army periodicals ceased to be published and the periodicals closed at the beginning of the war began to be issued again only in Ufa and Tobol'sk, their size substantially decreased.

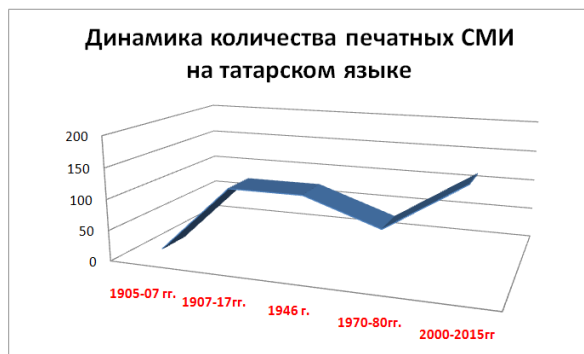
In early 60s of XX century, when in the USSR territorial and industrial administrations emerged, the Tatar national press recovered again. New editions had been published in Gorkovskaya, Ul'yanovskaya, Kuybyshevskaya oblasts. All that had been continued not long for during stagnation years, in 70-80s years the number of newspapers and journals decreased again and consisted of about 80 titles, though major ones belonged to the regional press of prescriptive character.

Subject uniformity, restricted circle of aroused problems, political one-sidedness and ideological tint distinguished the periodic press of the soviet time, since 20s years till 90s years of XX century. The materials about success in production, about socialist competition, decision implementing of the governing communist party, struggle against world imperialism and capitalism prevailed in the columns of the press. News and all-Union and international developments were highlighted through the materials of the central press and Moscow bureau of information. The Tatar press, on the whole, worked not for the sake of nation's development but for preservation of the existing regime and its praising, as well as all journalism of the USSR.

All in all, the democratic reforms had a good effect on the development of Tatar journalism in Russia at the 20<sup>th</sup> century end. New newspapers, journals, FM-radio stations, the Internet-publications, satellite television and radio broadcasting company «Tatarstan – a new age», satellite TV channel of the World Service «BTV-Planet» emerged. The stable system of the Tatar language mass media considering interests of various population groups has been formed today in Tatarstan. At the same time, if to compare quantitative characteristics of the Russian and Tatar languages periodicals, one can find out great disbalance of these indicators not in favor of the national mass media. In the Republic of Tatarstan there have been registered 742 mass media. Federal, republican, municipal and corporate mass media are published through the territory of distribution, state and non-state (private, corporate) newspapers and journals coexist. Of them 124 newspapers and 32 journals are issued in the Tatar language, 14 radio- and 10 TV channels go on the air, 32 radio-programs and 44 TV channels and 2 information agencies work [26]. The Tatar language mass media function not only in the Republic of Tatarstan, but also in Russia and even abroad.

The Tatar language print media of the Republic of Tatarstan in Tatar have intergraded into tabloids since 90s years of XX century, and for the last ten years one can observe the inverse process – tabloids' intergrading into qualoids. There is no a distinguished boundary between classical journalistic genres in publications, at the same time in the Tatar periodic press a number of publications pretending to their own genre distinctness - media texts have emerged. One notes a certain subject limitedness of the Tatar language publications where financial and economic, business and law problems have not been highlighted enough. In this regard, further development and Russian regional press reformation via improving professional skills of the journalists is needed. State financing of more significant social projects might help to develop the system of regional publications [27].

#### Dynamics of Quantity of Print Media in the Tatar Language



Even the central republican newspapers and journals in Tatar have got scanty circulations: they have dropped tenfold in comparison with the soviet period. There are no applied special publications. Present-day network mass media are slowly developing. It is explained primarily by narrowing spheres of using the Tatar language. Among the reasons one can also designate the lower degree of efficiency and analyticity of the Tatar language periodicals in comparison with the Russian language ones.

#### 4. CONCLUSION

The main historical periods of change of the Tatar people are reflected, like in mirror, in the periodic press in the Tatar language. At different historical periods, even in the years of strict tsarist censorship and communist ideology, the Tatar journalism adhered to basic orientation – service to the people's interests. The main subject areas of activities of the Tatar language mass media are:

- current information about daily life, mode of life of the Tatar people;
- discussion of the most burning and acute questions of all socio-political and socio-economic aspects of life;
- culture and education subject area aimed at moral consolidation of the nation.

The Tatar mass media have considerably contributed to the development of national culture and the preservation of the Tatar people identity is a significant factor of the self-assertion.

Celebrating their future anniversary, the journalists of national publications of Tatarstan should think not only about the problems of returning former qualitative and quantitative indicators but also up-to-date forms of potential audience building. It will be not superfluous to conduct social and market researches for the purpose of revealing the needed kinds and types of publications, their subject areas and subject areas of already existing periodicals, and also forms and means of the materials presentation in the Tatar language that might promote the progress of public awareness and harmonization of interethnic relations.

#### CONFLICT OF INTERESTS

The author asserts that the represented data do not contain the conflict of interests.

#### COMMENDATION

The work was performed in terms of implementation «The plan of activities on realization of the Program of competitive recovery of FGAOU VPO « K (P) FU» among the leading world scientific-educational centers for 2013 – 2020».

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